

## Claims

What is claimed is:

1. A printing process comprising the steps of:
  - a) providing a coating;
  - b) adding a surface tension lowering additive to the coating;
  - c) printing the coating onto a substrate in a pattern;
  - d) curing the coating by electron beam processing;
  - e) applying an ink over the substrate and the printed coating;
  - f) allowing the ink to flow from the coating pattern areas to the non- pattern areas; and
  - g) allowing the ink to dry in the form of raised profile ridges.
2. The printing process of claim 1 wherein the coating is printed in a pattern of substantially parallel lines.
3. The printing process of claim 2 wherein the coating pattern is printed such that non-printed areas remain between the substantially parallel lines of printed coating.
4. The printing process of claim 2 wherein the ink forms raised ridges oriented along the printed coating pattern.
5. The printing process of claim 1 wherein the coating is a resin.
6. The printing process of claim 5 wherein the resin coating is clear.
7. The printing process of claim 1 wherein the coating is a varnish.
8. The printing process of claim 1 wherein the coating is a pattern of colored inks.
9. The printing process of claim 1 wherein the coating is a metallic ink.
10. The printing process of claim 1 wherein the substrate is a reflective surface.
11. The printing process of claim 10 wherein the reflective surface is a metallized film.
12. The printing process of claim 10 wherein the reflective surface is a foil.
13. The printing process of claim 1 wherein the substrate is a clear film.

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14. A printing process as claimed in claim 17 wherein the additive is hydroxy-modified polyether silane.
15. A printed product comprising:
- a) a substrate;
  - b) a coating having a surface tension lowering additive, the coating printed in a pattern onto the substrate and cured using electron beam processing; and
  - c) an ink printed over the cured coating pattern and forming a raised pattern within the non-coated areas of the substrate.
16. The printed product of claim 15, wherein the coating pattern comprises substantially parallel lines.
17. The printed product of claim 15 wherein the coating additive is hydroxy-modified polyether silane.
18. The printed product of claim 15 wherein the substrate is a metallized film.
19. The printed product of claim 15 wherein the coating is a metallic ink.